



**WOTV – Grand Rapids, MI**

**Issues Report**

**Fourth Quarter 2007**

Description of programming providing the most significant  
treatment of community issues

# **WOTV 4 Quarterly Issues Report**

## **October – December 2007**

### **PROGRAM**

- 24 Hour News 8 Daybreak
- 24 Hour News 8 at Noon
- 24 Hour News 8 at 6:00
- 24 Hour News 8 at 7:00 A.M.
- 24 Hour News 8 at 6:00
- 24 Hour News 8 at 11:00
- 24 Hour News 8 11:00

### **DAY**

Monday – Friday  
Monday – Friday  
Monday – Friday  
Saturday and Sunday  
Saturday and Sunday  
Monday – Friday  
Saturday and Sunday

### **TIME**

5:00 - 7:00 A.M.  
12:00 - 1:00 P.M.  
6:00 - 6:30 P.M.  
7:00 - 8:00 A.M.  
6:00 - 7:00 P.M.  
11:00 - 11:35 P.M.  
11:00 - 11:30 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue responsive feature segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

"Connecting with Community" is a locally produced public affairs and community resources program, emphasizing social issues, community events and programs involved with the concerns and needs in our West Michigan community. The length of the program is approximately one minute and airs Monday through Friday during News 8 at Noon, and during 24 Hour News 8 at 6:00 p.m. on Saturdays and Sundays.

## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Friday, October 5, 2007  
Length: 1:01  
Summary: The Heart of West Michigan United Way is teaming up with Grand Rapids Public Schools to help kids learn to read with a program called "Schools of Hope." Their goal is to close the achievement gap between the highest and lowest performing school districts in Kent County.
2. Program: 24 Hour News 8 Daybreak  
Date Aired: Friday, October 19, 2007  
Length: 1:34  
Summary: 32,000 adults in Kent County are functionally illiterate. The 2007 Literacy Summit is an annual event in Kent County that promotes literacy and hopes to reduce illiteracy with tutoring, workshops and reading assistance.
3. Program: 24 Hour News 8 Daybreak  
Date Aired: Wednesday, October 10, 2007  
Length: :20  
Summary: A new learning tool is jumpstarting some students performances. A remote control like device is allowing students to text their answers electronically, so they know how they performed immediately. This also assists teachers with cutting down the time it takes to grading tests.
4. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Tuesday, November 13, 2007  
Length: 1:00  
Summary: Open your mind with a free lecture at the Grand Rapids Community College Diversity Lecture Series. This month's speaker focuses on Doctors Without Borders and will teach how to make a difference with an optimistic outlook on life.
5. Program: 24 Hour News 8 Daybreak  
Date Aired: Wednesday, November 28, 2007  
Length: :30  
Summary: Students from Marne Elementary visited the Storm Team 8 Weather Experience today. They learned about severe weather and got weather safety tips from our meteorologists during a hands-on learning style presentation.

## **Health & Fitness Issues**

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: 24 Hour News 8 at 6pm

- Date Aired: Monday, October 8, 2007  
 Length: 2:30  
 Summary: Researches have found that daily meditation can greatly reduce the amount of stress in people's lives. Just five minutes a day of mediating can restore the body to a calm state, lowering blood pressure and heart rate.
2. Program: 24 Hour News 8 at Noon, Connecting with Community  
 Date Aired: Wednesday, October 10, 2007  
 Length: 0:53  
 Summary: Over 21 million Americans suffer from depression. In an effort to help those with feelings of sadness and hopelessness, free depression screenings will take place in seven communities in West Michigan.
3. Program: 24 Hour News 8 at 6pm  
 Date Aired: Wednesday, October 21, 2007  
 Length: 0:30  
 Summary: Childhood obesity is a growing epidemic and some schools are doing their part to educate kids and families on healthy living. Some schools are starting to send home "report cards" that give students scores on their weight and activity level as well as tips to get the entire family moving.
4. Program: 24 Hour News 8 at Noon, Connecting with Community  
 Date Aired: Monday, November 26, 2007  
 Length: 1:20  
 Summary: Winter is on its way and so is flu season. Over 20% of the population will get the flu this year, but Metro Health Hospital is trying to decrease the number with free flu shots. No registration is necessary, just stop by their new location at M-6 for your free vaccination.
5. Program: 24 Hour News 8 at Noon, Connecting with Community  
 Date Aired: Friday, December 28, 2007  
 Length: 1:05  
 Summary: Close 2007 in good health with an annual run that benefits the Helen DeVos Children's Hospital. This 5k run not only helps keep you fit, but also supports programs and research to help local children with life threatening diseases.

## **Volunteer Efforts**

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need.

1. Program: 24 Hour News 8 at Noon, Connecting with Community  
 Date Aired: Monday, October 29, 2007  
 Length: 1:09

- Summary: Kids Food Basket is a non-profit organization that feeds more than 1,200 children each day. They provide “sack suppers” for hungry children who don’t get a proper meal at home. They are looking for volunteers to help pack and deliver sack suppers to children Monday through Friday.
2. Program: 24 Hour News 8 at Noon, Connecting with Community  
 Date Aired: Thursday, November 8, 2007  
 Length: 1:03  
 Summary: Families are needed to “adopt a family” for the holidays. The United Way is looking for volunteer families to provide a hot holiday meal and gifts for needy families in West Michigan.
3. Program: 24 Hour News 8 at 6pm  
 Date Aired: Tuesday, November 20, 2007  
 Length: 1:30  
 Summary: The Floyd Mayweather Foundation in partnership with Spartan Stores is giving away Thanksgiving turkeys to Grand Rapids residents in need. Families can pick up their turkeys at the Family Fare on Madison Square today.
4. Program: 24 Hour News 8 at 11pm  
 Date Aired: Monday, December 24, 2007  
 Length: 1:30  
 Summary: Volunteerism is on the rise in West Michigan, so much that local shelters are getting more help than needed. Appreciative shelters like Degage and Mel Trotter Ministries actually have had to tell people to come back another time because of the outpouring of help this year.
5. Program: 24 Hour News 8 at Noon, Connecting with Community  
 Date Aired: Monday, December 3, 2007  
 Length: 1:32  
 Summary: 81-year-old Geraldine Burbank has volunteered with the Salvation Army for the past 40 years. From ringing bells to helping feed those in need, she has done it all. Geraldine says giving keeps her young and makes her feel good.

## **Safety**

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 at Noon, Connecting with Community  
 Date Aired: Tuesday, October 9, 2007  
 Length: 1:03  
 Summary: Every family should have a safety plan in case of a home fire. Steps include at least two exits out of the house from each room and everyone in the family knowing emergency contact information. Pick a date each month and practice the drill.

2. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Friday, October 26, 2007  
Length: 1:08  
Summary: Make sure you're kids have a happy and safe Halloween this year. Chose safe and comfortable costumes, inspect candy before consumption and make sure to have your children brush their teeth after eating sweets.
3. Program: "Prescription for Trouble"  
Date Aired: Saturday, December 1, 2007  
Length: 30:00  
Summary: One in five teens report using prescription drugs to get high. This half hour special is focused on keeping our children safe from legal drugs in our medicine cabinet that could become life threatening or deadly.
4. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Monday, December 10, 2007  
Length: 1:20  
Summary: The American Red Cross is encouraging people to take a lifesavers tour. This is a course they offer that introduces people to the organization and also teaches CPR, AED and First Aid training.
5. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: Tuesday, December 11, 2007  
Length: 1:13  
Summary: Thieves are counting down the days until the holidays and HEAT (Help Eliminate Auto Theft) wants you to stay safe. Remember to always park in well-lit areas while shopping and place gifts out of site in your vehicles.